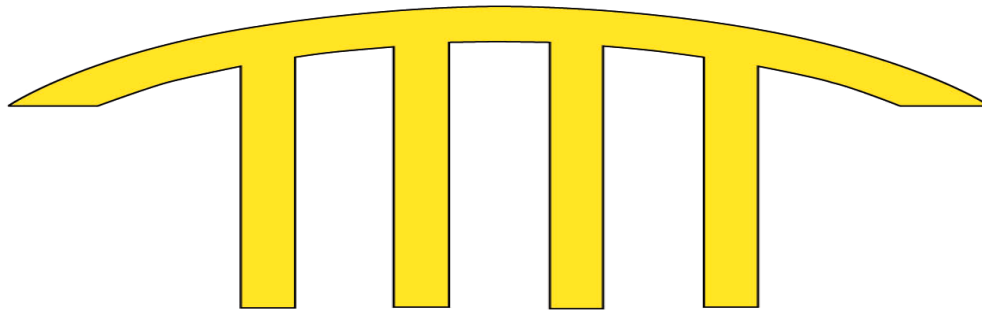




Partnering To Ensure South Florida's Future

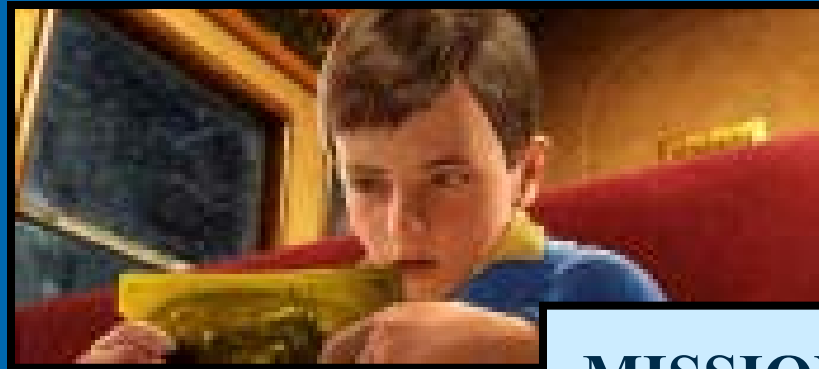


**MUSEUM
OF DISCOVERY
& SCIENCE**

BLOCKBUSTER IMAX THEATER TM

**SOUTH FLORIDA
ECOSYSTEM
RESTORATION
TASK FORCE
and
MUSEUM OF
DISCOVERY
AND SCIENCE
PARTNERSHIP
OUTREACH PLAN**

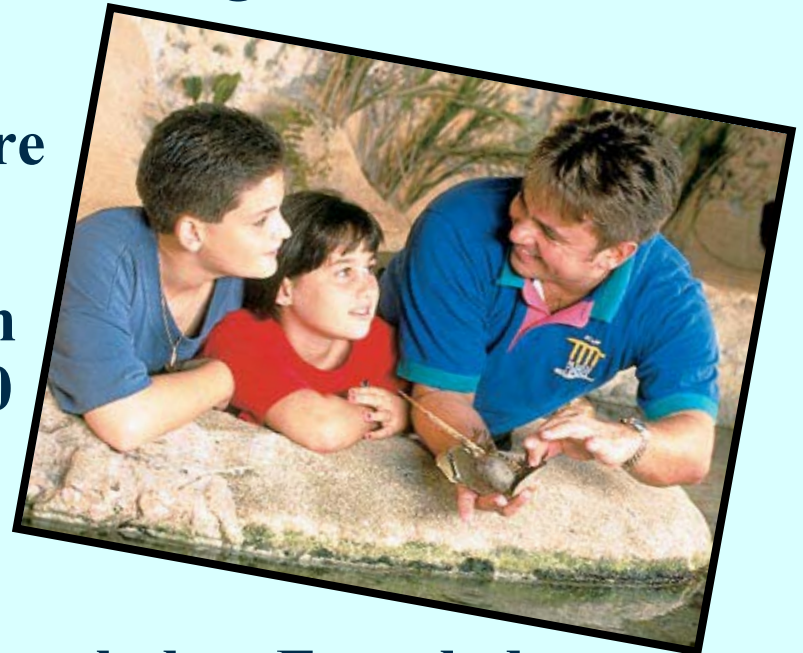
Introducing the Museum of Discovery & Science and Blockbuster IMAX® Theater



MISSION: to provide
experiential pathways
to lifelong learning in
science for children
and adults through
exhibits, programs
and films.

The Museum of Discovery & Science and Blockbuster IMAX® Theater FAST FACTS!

- **28-year South Florida history of community service with a strong focus on the environment**
- **Premier tourist destination attracting 400,000 annual visitors**
- **State-of-the-art 85,000 square foot facility**
- **300-seat IMAX Theater with five-story-high screen 15,000-watt digital sound system**
- **The only museum of this caliber in the Kissimmee-Okeechobee-Everglades watershed...**



Expansive Scope!

- Accredited by the American Association of Museums
- Museum CEO sits on the Boards of the Association of Science-Technology Centers and the Giant Screen Theater Association
- Member of the Florida Association of Museums
- Nationwide collaboration with other reputable museums, science centers and research institutes
- Partnership with Museum yields statewide and national results



SOUTH FLORIDA ECOSYSTEM RESTORATION TASK FORCE

Museum Partnership



1. USACE
2. US DOI
3. US EPA
4. USGS
5. US NOAA ~ Florida Keys National Marine Sanctuary
6. Everglades National Park
7. Big Cypress National Preserve
8. SFWMD
9. FL DEP
10. FL Division of Cultural Affairs
11. FL DACS, Division of Forestry
12. Broward Environmental Protection Department
13. Broward Community College
14. FL Fish & Wildlife Conservation Commission
15. Florida Earth Foundation

**In 1999, the Task Force
and the Museum
Partnership:**

**Developed a long-term
Outreach Plan**

**Designated the Museum as
an official interpretive
site of the Task Force**

TASK FORCE - MUSEUM Partnership

OUTREACH PLAN

*2001 Three-Phase Outreach Plan
Initiated...*

- 2002 Phase I ~
Establish foundation
for *collaborative* Everglades
outreach
- 2003 Phase II ~
Build & expand Everglades
outreach opportunities
- 2004 - 2008 Phase III ~
Maximize impact
& expand outreach



Phase I: Establish Foundation ...*Collaborative Message...* for Long-Term Everglades Outreach

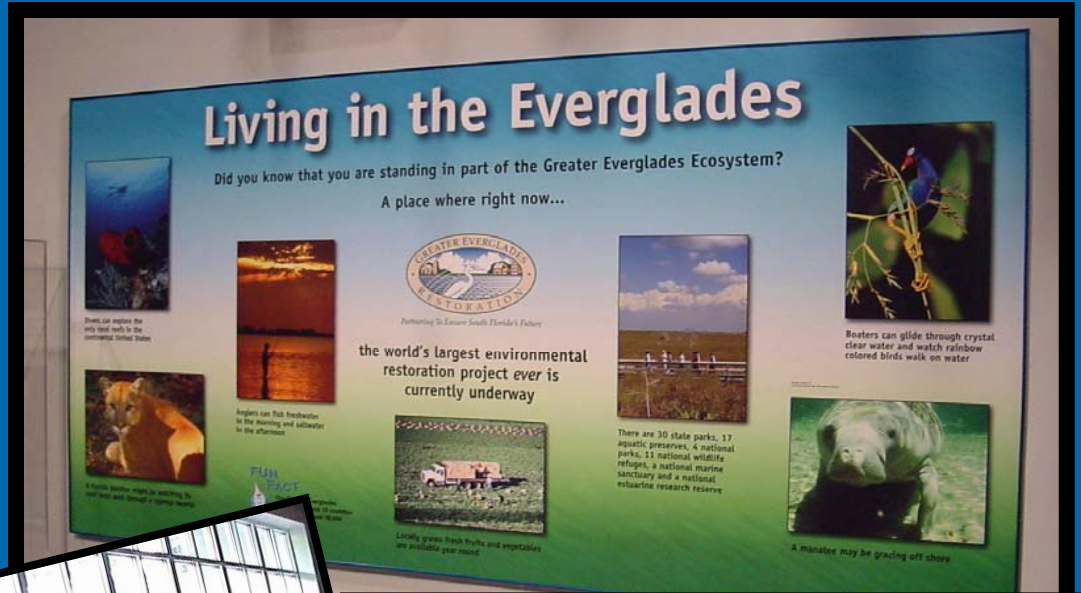


NEW PROGRAMMING

*Florida Water
Story Curriculum*

*“Bad Boys of
the Everglades”*

*Dr. Roots
Discovery Lab*



NEW & IMPROVED EXHIBITS

Living in the Everglades

Welcome to Our Backyard

Florida EcoScapes

Phase II: Build & Expand Everglades Outreach Opportunities

Maximize Exposure **of Phase I Exhibits & Programs**

- 1 million visitors in the past 2 years
- The Museum boasts the highest-visitation of any South Florida museum



Create & Provide

New On-Site Programs

- 1,200 on-site public programs
- Of the 1 million visitors... 36,000 visitors participated in on-site programming



Friday July 9, 2004

WBBH Fort Myers | Cape Coral | Naples

**1 FIRST HOME**
Builders of Florida

HOME/NEWS

WEATHER

TRAFFIC

FEATURES

HEALTH

JOBSPOT

NEWS POLL

How do you react if a recall is issued on your vehicle?

[VOTE/RESULTS](#)**NEWSLINKS**

If we said on-air to go to our website, you'll find the link here.

On Tonight

7:30 M-F	Jeopardy \$1 Million Run!
8:00	U.S. Olympic Trials

Museum's interactive exhibit features Everglades

*Jessica Stilwell**Posted on: Thursday, July 01, 2004*

LEE COUNTY— Understanding the problems of the Everglades and its need for restoration is not always an easy process. Now there is a state of the art, interactive exhibit called Living in the Everglades that's helping explain the 30 year plan to save the Everglades. It's for people of all ages, from all over the world.

Four year old Marcus Davis is getting to see his first alligator while on vacation in south Florida. He and his family are visiting from Phoenix, Arizona. They stopped at the Museum of Discovery and Science in downtown Ft. Lauderdale to see the largest interactive exhibit to date on Everglades Restoration.

"We have been told the Everglades is disappearing due to construction projects



Temp: 81

[Hurricane Guide](#)[Your Forecast](#)[LIVE WeatherLink](#)[LIVE WeatherBug](#)[Weather Window](#)

5 Day, Maps, Cams

Waterfront
Condominiums
877-945-6116

Cape & Harbour
A YACHTING COMMUNITY

Phase II: Build & Expand Everglades Outreach Opportunities



Develop & Deliver
Off-Site Programs
160 off-site outreach
programs were provided to
10,000 residents in
underserved communities in
2003-2004

Phase III 2004-2008:

Maximize Impact and Extend Reach!

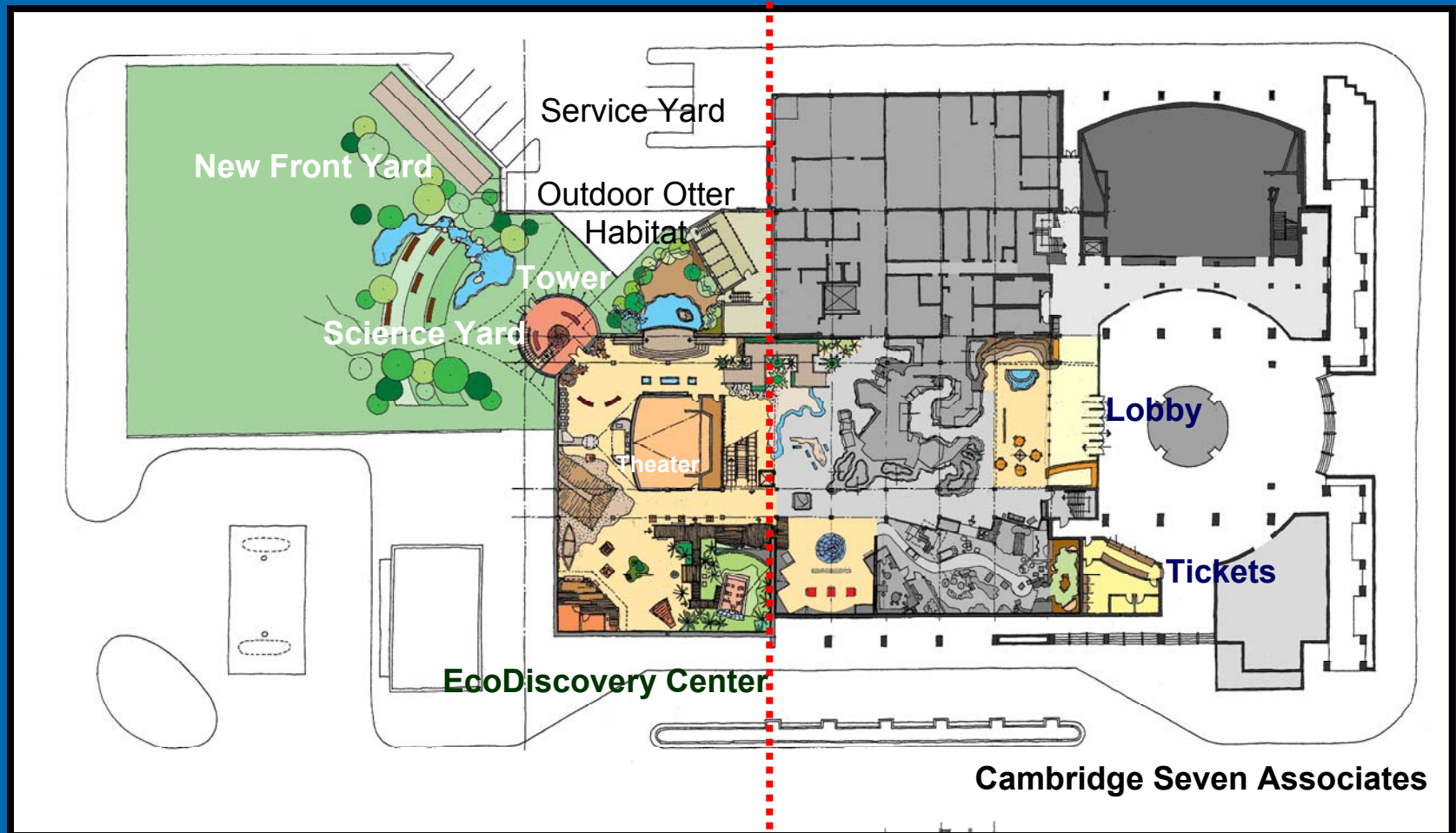
EcoDiscovery Center

Accessible Everglades Education

- Expand educational opportunities
- Create dynamic exhibits to interpret the Restoration
- Interest and involve an *even larger* audience



Educational Opportunities Expansion Plan

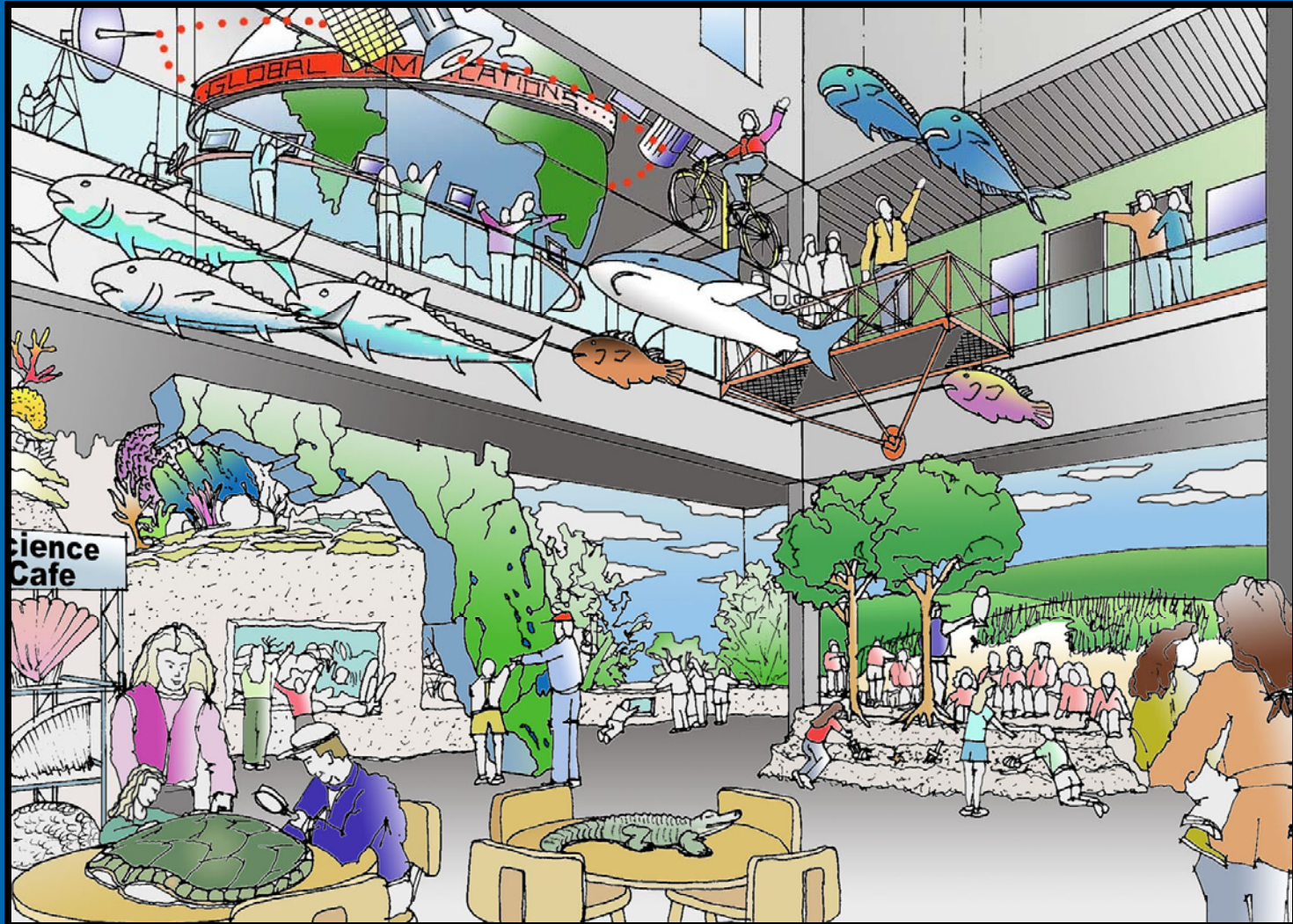


Phase III 2004-2008:

Maximize Impact and Extend Reach!

PHASE III ~ Educational Expansion

Lobby Revised ... Escalators Removed

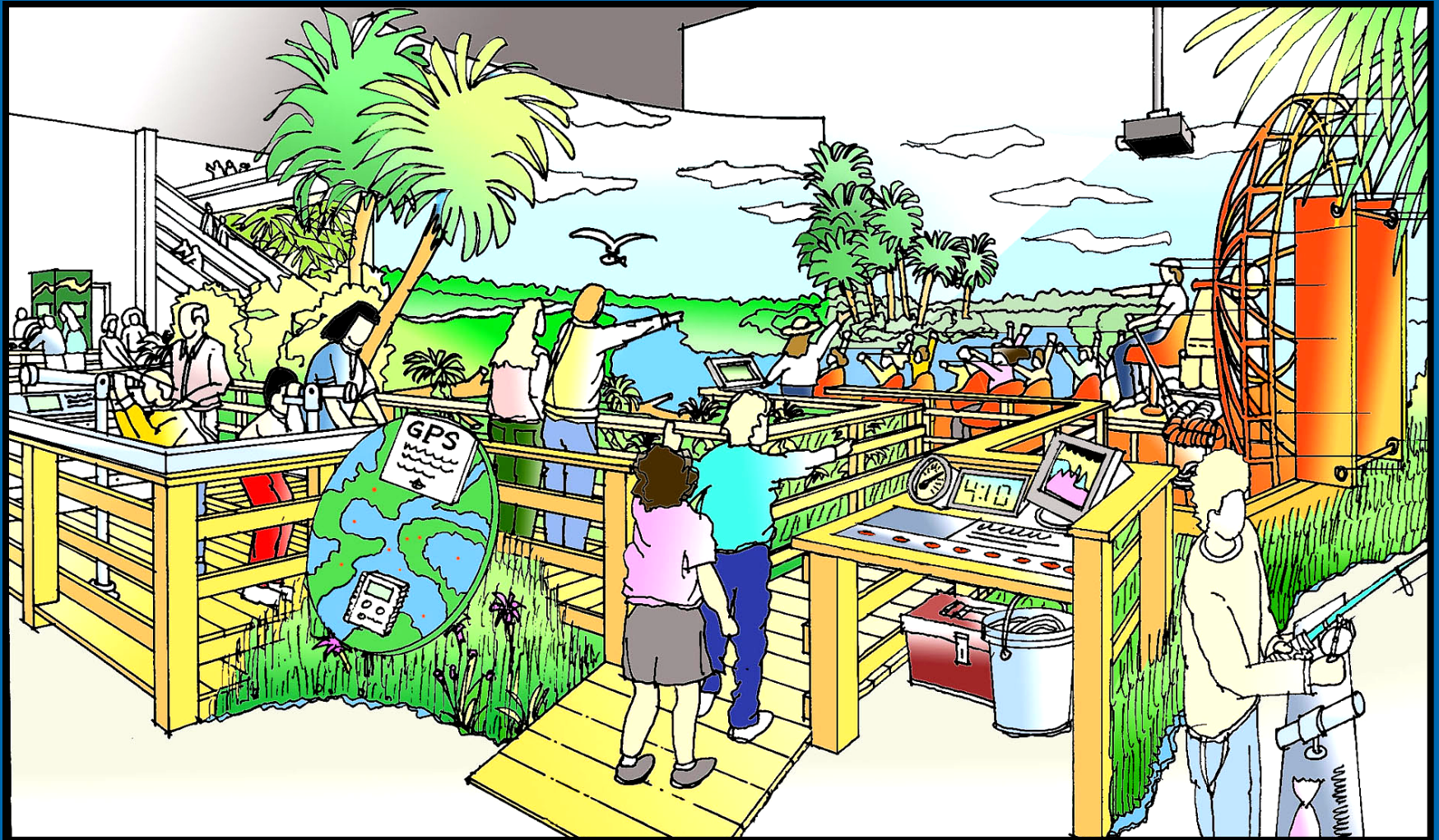


Educational Opportunities Expansion Plan

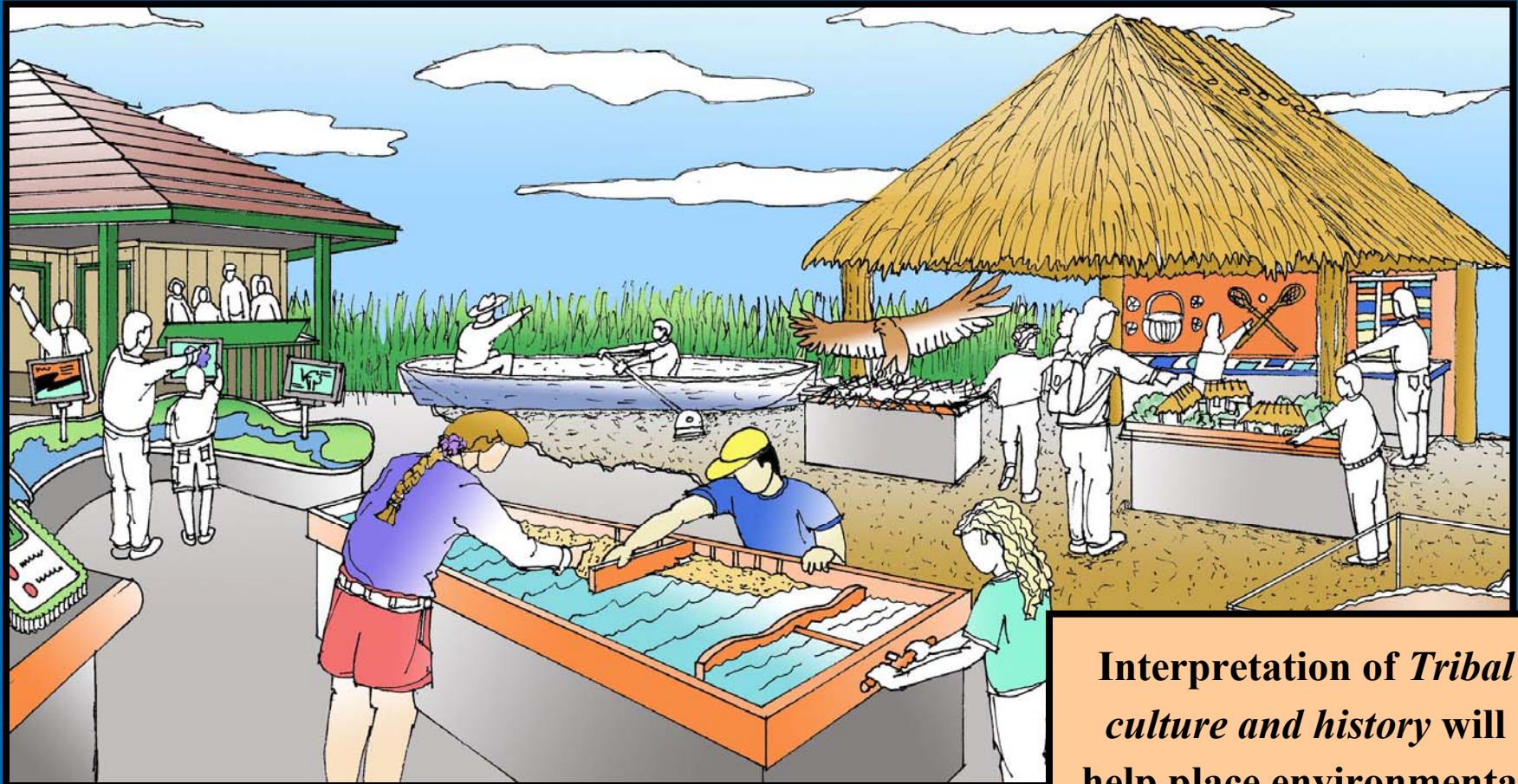


PHASE III ~ DYNAMIC EXHIBITS:

Everglades Airboat Trip



PHASE III ~ DYNAMIC EXHIBITS: Native American Artifacts and Research Station



Interpretation of *Tribal culture and history* will help place environmental concerns in a historical, as well as, scientific context

Interest & Involve an Even Larger Audience:
Interactive, Entertaining & Informative Programming



2004 Phase III ~ Expand Outreach

Message & Audiences

- The Task Force - Museum Partnership provides a *common outreach voice for the Task Force*, as a whole, to reach the entire population of the Greater Everglades Ecosystem
- The Museum provides an opportunity for the urban and tourist population to experience the natural and cultural significance of the Kissimmee-Okeechobee-Everglades watershed
- The Museum will be a significant interpretive site for the Everglades Restoration Project *for the duration* of the Comprehensive Everglades Restoration Plan



Task Force - Museum Partnership

OUTREACH IMPACT

- The Museum will continue to provide cost-effective, effective and engaging public outreach, unrivaled by any other organization
- 15- 20 million visitors over the next 30 years
- *...and millions more* visitors through off-site outreach



Future Plans



- The Museum will assure that the Task Force message is central to exhibits and program content
- \$16 million capital campaign launched in June
- \$4.4 million Public Education Capital Outlay matching commitment from the State of Florida secured
- Nearly \$2 million in private contributions already pledged
- Contacts underway with our elected officials and our well-established donor base
- During this process, the Museum may request information from each agency and the two Tribes to identify their interests in the expansion as the culmination of Phase III.

Thank you!



Partnering To Ensure South Florida's Future

